AUSTRALIA

MARKET DIVISION BY TYPES

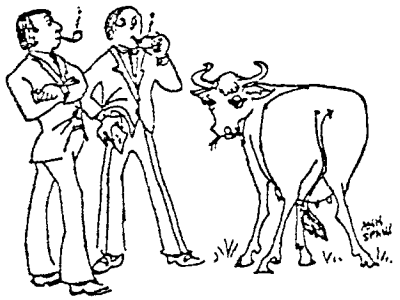
	Market share 1979 %	1980 %	1981 %
Filter	96.9	97.3	98.7
Non-filter	3.1	2.7	1.3

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Winfield Reds 25s	RO	22.1	25.0	16.6
Benson and Hedges	WI	15.7	15.1	12.4
Winfield Extra Mild 25s	RO	—	—	6.2
Peter Jackson	PM	4.1	5.6	5.0
Marlboro 25s	PM	8.3	6.6	4.6
Peter Stuyvesant	RO	5.1	4.5	4.4
Escort	WI	3.1	3.2	2.7
Winfield Menthol 25s	RO	—	—	2.5
Alpine 25s	PM	4.5	4.3	2.3
Viscount	PM	4.5	3.6	2.2
Wills Super Mild	WI	1.8	1.8	2.1
Dunhill	RO	2.5	3.0	2.0
Benson & Hedges Sterling SM25	WI	—	—	1.8
Ardath	WI	3.3	2.9	1.7
Alpine	PM	—	—	1.4
Ardath Menthol	WI	—	—	1.4
Benson & Hedges Sterling Virginia	WI	—	—	1.4
Marlboro	PM	—	—	1.4
Rothmans ks f	RO	2.5	2.1	1.3
Park Drive	PM	1.9	1.9	1.2
Kent	WI	1.0	1.0	1.2
Alpine Lights	PM	—	—	1.1
Craven Special Mild	WI	—	—	1.1
Peter Jackson Extra Mild	PM	—	—	1.1
Kool	WI	1.0	0.8	0.8
Hallmark	WI	0.9	0.8	0.7
Marlboro Special Milds	PM	—	—	0.7
Martins	RO	0.6	*	0.7
Other brands		17.1	17.8	18.0

Manufacturers: RO – Rothmans; WI – Wills; PM – Philip Morris
Abbreviations: f – filter; ks – king size
— not then on the market or with sales so small as not to deserve separate estimation
*not estimated

TOTAL SALES (million pieces)
1979 – 32,800 1980 – 34,100 1981 – 34,300



HUNGARY

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	78.0	79.0	82.2
Non-filter	22.0	21.0	17.8

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Symphonia f		31.1	33.8	37.0
Soprano f		11.0	14.5	18.5
Romano f		12.5	12.4	11.0
Fecske f		17.8	12.7	9.0
Munkas p		7.7	8.1	7.3
Kossuth p		8.8	8.3	7.1
Symphonia p		5.5	4.6	3.4
Other brands		5.6	5.6	6.7

All these brands manufactured by the Hungarian Tobacco Industry Trust
Abbreviations: f – filter; p – plain

TOTAL SALES (million pieces)
1979 – 25,600 1980 – 26,400 1981 – 26,100

VENEZUELA

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	99.9	99.9	100
Non-filter	0.1	0.1	—

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Belmont	BI	39.8	48.4	55.6
Astor	TR	55.0	46.3	22.9

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Astor Rojo	TR	NA	NA	16.4
Astor Ultra	TR	—	—	0.8
Viceroy	BI	1.3	NA	0.8
Marlboro	TR	0.7	NA	0.5
Other brands		3.2	5.3	3.0

Manufacturers: BI – Cigarrera Bigott; TR – Tabacalera Nacional
Abbreviations: NA – not available
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 – 21,100 1980 – 20,300 1981 – 20,600

MALAYSIA

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	96.5	96.2	98.4
Non-filter	3.5	3.8	1.6

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Benson & Hedges	MT	30.4	37.6	42.3
Dunhill f	RO	12.0	11.0	10.2
State Express	MT	14.7	10.5	6.2
Rothman's 100s	RO	8.3	7.7	5.4
White House	RO	1.9	N/A	1.4
Capstan	MT	N/A	N/A	1.4
Player's Gold	MT	N/A	N/A	1.2
Craven f	RO	N/A	N/A	1.1
Rothmans ks	RO	2.0	N/A	0.8
Pall Mall	RO	N/A	N/A	0.7
Dunhill International	RO	—	—	0.5
Other brands		30.7	33.2	28.8

Manufacturers: MT – Malayan Tobacco; RO – Rothmans of Pall Mall (Malaysia)
Abbreviations: f – filter; ks – king size; N/A – not available
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 – 13,100 1980 – 13,600 1981 – 16,000

AUSTRIA

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	94.4	95.1	96.0
Non-filter	5.6	4.9	4.0

POSITION OF SOME LEADING BRANDS

Brand & type	Market share 1979 %	1980 %	1981 %
Hobby	17.7	17.6	18.3
Milde Sorte	14.5	14.5	14.2
Falk	13.1	13.3	13.0
Dames	11.1	10.6	10.6
Memphis	6.4	7.0	7.5
Smart Export	7.2	6.1	5.5
Other brands	30.0	30.9	30.9

All these brands are made by Austria Tabak

TOTAL SALES (million pieces)
1979 – 15,700 1980 – 15,500 1981 – 15,700

SWITZERLAND

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	95.0	94.8	95.2
Non-filter	5.0	5.2	4.8

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Marlboro	FR	11.3	12.8	14.8
Select	BU	14.0	13.7	13.7
Parisienne	BU	12.3	12.0	11.4
Mary Long	BAT	9.8	9.6	9.6
Brunette	FR	8.5	8.2	8.6
Muratti	FR	7.6	7.9	*
Gauloises	RI	8.0	7.4	*
Marocaine	BAT	3.8	3.9	*
Camel	RJR	1.9	2.4	*
Dunhill		1.9	2.0	*
HB	BAT	1.6	1.6	*
Stella	LA	1.3	1.2	*
Peter Stuyvesant	LA	1.1	1.1	*
Flint	FR	1.0	1.0	0
Gallant	BU	1.1	1.0	0
Gitanes	RI	1.0	1.0	0
North Pole	FR	0.8	0.8	0
Krone	BAT	0.8	0.8	0
Virginie	BU	0.9	0.8	0
Lord Extra	LA	N/A	0.7	0
Other brands		11.3	10.1	8

Manufacturers: FR – Fabriques de Tabac Reunies; BU – Bur Turmac; BAT – British American Tobacco; RI – Rinsoz & Ormo RJR – R. J. Reynolds; LA – Laurens
Abbreviations: N/A – not available

TOTAL SALES (million pieces)
1979 – 15,000 1980 – N/A 1981 – N/A

SWEDEN

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	19 %
Filter	89.0	90.0	91
Non-filter	11.0	10.0	9

POSITION OF SOME LEADING BRANDS

Brand & type	Market share 1979 %	1980 %	19 %
Prince ks f	19.0	18.0	18
Blend Yellow ms f	12.0	12.0	13
Prince Lights ks f	7.0	8.0	8
Blend White ms f	7.0	6.0	6
Glenn ms f	6.0	5.0	5
Other brands	49.0	51.0	50

All these brands are made by Svenska Tobaks
Abbreviations: ks – king size; ms – medium size; f – filter

TOTAL SALES (million pieces)
1979 – 11,900 1980 – 11,900 1981 – 11,500

HONG KONG

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	198 %
Filter	93.3	93.9	94
Non-filter	6.7	6.1	5

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	19 %
Marlboro	HO-I	7.9	12.7	16.9
Viceroy	RJR	22.2	17.7	15.7
Winston	BAT	17.5	16.6	14.5
Kent	BAT	15.2	14.7	14
Double Happiness	HO	5.4	7.2	7.4
Good Companion	HO	7.0	6.9	6.9
Capstan	BAT	4.0	3.8	3.8
State Express 555	BAT	—	3.4	3.4
Marvels	BAT	3.6	3.2	3.4
Hilton	BAT	—	2.6	2.8
Other brands		17.2	11.2	11.1

Manufacturers: HO – Hong Kong Tobacco; HO-I – Hong Kong Tobacco import; RJR – R. J. Reynolds; BAT – British American Tobacco
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 – 8,315 1980 – 9,299 1981 – 9,514

IRELAND

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	N/A	87.0	87.5
Non-filter	N/A	13.0	12.5

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Major Extra Size	PJ	21.0	23.0	24.0
Carrolls Number 1	PJ	19.0	17.5	16.5
Silk Cut	GA	13.7	13.5	13.0
Rothmans ks	PJ	5.5	7.2	9.0
Gold Bond	GA	5.7	5.5	5.2
Player's Medium Navy Cut	PW	5.2	4.7	4.7
Benson & Hedges Special Filter	GA	4.0	4.0	4.2
Sweet Afton	PJ	3.2	3.2	3.2
Player's No. 6	PW	4.0	3.5	3.0
John Player ks	PW	3.5	3.0	3.0
Woodbine	PW	3.0	2.7	2.5
Other brands		12.2	12.2	11.7

Manufacturers: PJ – P. J. Carroll; GA – Gallaher (Dublin); PW – Players and Wills (Ireland)
Abbreviations: ks – king size; N/A – not available

TOTAL SALES (million pieces)
1979 – 7,700 1980 7,500 1981 – 7,200

Source: https://www.industrydocuments.ucsf.edu/docs/2041161943

DENMARK

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	61.9	62.1	63.2
Non-filter	38.1	37.9	36.8

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Prince f		40.0	38.4	37.8
Cecil p		23.4	22.7	22.1
New Look f		7.0	8.6	9.3
Prince Light f		4.5	5.4	6.2
Kings p		5.1	5.1	5.1
New Look m		3.0	3.6	3.8
New Look Light		2.4	2.7	3.2
Scotsman p		2.9	2.7	2.8
Viking p		2.5	2.5	2.3
North State p		1.3	1.1	1.0
Cecil f		—	0.8	0.8
Long f		0.9	0.7	0.6
Corner p		0.6	0.5	0.5
Queens p		0.6	0.5	0.5
Savoy f		1.0	0.6	0.4
Pall Mall p		0.5	0.4	0.4
Crest f		0.6	0.3	0.2
Other brands		3.7	3.4	3.0

All these brands manufactured by Skandinavisk
Abbreviations: f – filter; p – plain; m – menthol
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 – 7,400 1980 – 7,200 1981 – 7,100

ECUADOR

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	83.9	78.7	79.2
Non-filter	16.1	21.3	20.8

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Lux	PV	52.6	54.0	55.8
Marlboro	PV	19.8	16.5	15.6
Full Speed	EL	11.0	13.1	12.7
King p	EL	2.4	2.3	2.8
Salem	EL	3.1	2.3	2.4
Baronet	PV	1.4	1.7	2.2
Chesterfield	PV	2.6	2.2	2.0
Monterey		—	—	1.8
Fortuna	PV	0.9	0.9	1.0
King m	EL	1.1	1.2	0.9
King f	EL	1.2	1.1	0.8
Camel f	EL	1.1	1.0	0.8
Cavalier		—	—	0.5
Other brands		2.8	3.7	0.7

Manufacturers: PV – Proveedora Equatoriana; EL – El Progreso
Abbreviations: p – plain; m – menthol; f – filter
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 – 4,000 1980 – 3,700 1981 – 4,000

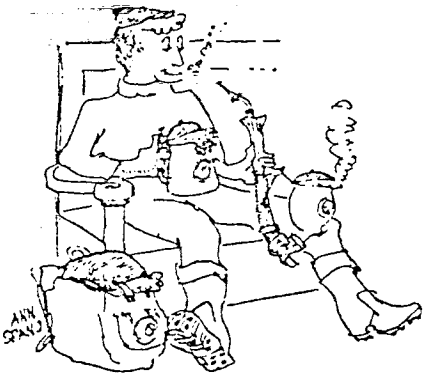
URUGUAY

MARKET DIVISION BY TYPES

	Market share 1981 %
Filter	97.8
Non-filter	2.2

POSITION OF SOME LEADING BRANDS

Brand & type	Market share 1981 %
Nevada	37.3
Coronado	27.7
La Paz Extra	5.5
Richmond	4.0
Richmond Lights	3.3



Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Richmond Lights 100			2.5	
Master			2.1	
Republicana CF reg			1.9	
Fiesta Lights			1.9	
Richmond reg			1.6	
La Paz CF			1.6	
Misc N 10.00			1.2	
Coronado Int			1.2	
Misc N 9.00			1.2	
Misc N 8.00			0.7	
Misc N 7.50			0.5	
Fiesta Box			0.5	
Other brands			5.3	

Abbreviation: reg – regular size

TOTAL SALES (million pieces)
1981 – 4,000

SINGAPORE

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	86.0	N/A	N/A
Non-filter	14.0	N/A	N/A

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Dunhill ks f	RO	30.3	27.5	27.8
Benson & Hedges f	SI	8.2	6.0	8.1
Consulate f m	RO	6.6	6.4	7.5
Camel	TH	6.3	5.5	6.2
State Express 555 ks	SI	9.5	6.8	5.7
Peter Stuyvesant ks	RO	4.8	3.8	4.0
Lucky Strike reg	SI	3.2	3.4	3.0
Winston	TH	1.6	N/A	2.9
Rothmans ks	RO	2.8	N/A	2.6
Other brands		26.7	40.6	32.2

Manufacturers: RO – Rothmans; TH – Thong Huat (Reynolds); SI – Singapore Tobacco (BAT)
Abbreviations: ks – king size; reg – regular size; f – filter; m – menthol; N/A – not available

TOTAL SALES (million pieces)
1979 – 3,500 1980 – 2,800 1981 – 3,900

DOMINICAN REPUBLIC

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	86.6	87.1	88.3
Non-filter	13.4	12.9	11.7

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Montecarlo	CT	37.6	33.4	29.2
Marlboro	LE	18.6	21.9	26.0
Nacional	LE	9.6	12.8	14.7
Cremas	CT	12.8	12.7	10.4
Casino	CT	10.9	*	8.3
Apolo	LE	5.3	*	3.7
Constanza	CT	1.2	*	1.2
Hilton		—	—	1.2
Nacional m	LE	—	—	1.2
Aurora p		—	—	1.1
Especial		—	—	0.7
Derby		—	—	0.6
Aurora f		—	—	0.5
Marlboro Lights	LE	—	—	0.5
Other brands		4.0	19.2	0.7

Manufacturers: CT – Compania Tabacalera; LE – E. Leon Jimenes
Abbreviations: m – menthol; p – plain; f – filter
— not then on the market or with sales so small as not to deserve separate estimation
*not estimated

TOTAL SALES (million pieces)
1979 – 3,290 1980 – 3,410 1981 – 3,420

TANZANIA

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	73.3	77.2	77.3
Non-filter	26.7	22.8	22.7

POSITION OF SOME LEADING BRANDS

Brand & type	Market share 1979 %	1980 %	1981 %
Sportsman f	43.3	46.9	48.9
Crescent & Star Medium p	25.6	21.7	21.8
Sweet Menthol f	14.6	15.8	10.6
Embassy f	5.0	5.4	6.8
Rex f	3.8	3.7	4.8
Safari Kali f	5.3	4.5	4.6
Safari Kings f	1.0	0.7	1.1
Crescent & Star Large p	1.1	1.1	0.9
Tropicana f	0.3	0.2	0.5

Other brands – insignificant (no legal imports)
All these brands manufactured by the Tanzania Cigarette Co
Abbreviations: f – filter; p – plain

TOTAL SALES (million pieces)
1979 – 3,600 1980 – 4,163 1981 – 3,223

EL SALVADOR

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	99.8	*	98.4
Non-filter	0.2	*	1.6

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Delta	MO	48.5	*	62.2
Casino	MO	13.9	*	7.1
Diplomat		*	*	5.0
Windsor		2.4	*	3.7
Caribe f	TE	6.2	*	3.3
Rex		4.0	*	3.2
Fiesta	MO	8.3	*	2.9
Baronet	TE	5.1	*	2.6
Biltmore 100		—	—	2.1
Marlboro		0.9	*	2.0
Delta Es	MO	2.4	*	1.3
Caribe m	TE	1.3	*	0.8
Viceroy		0.6	*	0.7
Dorados		—	—	0.7
Polar		—	—	0.6
Other brands		6.4	*	1.8

Manufacturers: MO – Moragan Cigarreria; TE – Tabacalera Centro Americana
Abbreviations: f – filter; m – menthol
— not then on the market or with sales so small as not to deserve separate estimation
*not estimated

TOTAL SALES (million pieces)
1979 – 2,606 1980 – * 1981 – 2,300

GUATEMALA

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	97.3	94.7	94.4
Non-filter	2.7	5.3	5.6

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Rubios ks	TL	20.2	19.6	21.1
Belmont ks	TN	14.0	14.9	16.5
Rubios reg	TL	16.7	17.9	14.1
Casino ks	TN	12.9	12.1	12.8
Casino reg	TN	6.5	7.2	6.1
Record	TN	4.9	5.3	5.7
Plaza	TN	7.0	3.8	5.2
Payasos	TN	2.6	2.8	2.7
Rubios ks m	TL	1.6	1.4	1.7
Marlboro ls	TL	1.1	1.2	1.6
Alas reg	TN	2.4	2.0	1.4
Belmont Extra Long	TN	1.0	1.2	1.4
Caribe	TL	1.7	1.4	1.0
Cali ks	TL	1.6	1.0	0.9
Delmar	TN	0.6	0.6	0.7
Viceroy ks	TN	0.7	0.5	0.5
Viceroy reg	TN	0.6	0.5	0.4
Super	TL	1.4	0.6	0.4
Diplomat	TL	0.3	0.3	0.3
Viceroy Lights ls	TN	0.2	0.3	0.3
Alas m	TN	0.3	0.2	0.2
Marlboro	TL	0.1	—	0.2
Chesterfield ks	TN	—	0.4	0.1
Galaxy ks	TL	0.1	0.2	0.1
Parliament ls	TL	0.2	0.1	0.1
Super reg	TL	0.3	0.2	0.1
Other brands		1.0	4.3	4.4

Manufacturers: TL – Tabacalera Centroamericana; TN – Tabacalera Nacional
Abbreviations: ls – long size; ks – king size; reg – regular size; m – menthol;
— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 – 2,500 1980 – 2,700 1981 – 2,200

2041161944

Source: https://www.industrydocuments.ucsf.edu/docs/pjwl0000

COSTA RICA

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	92.2	99.9	96.1
Non-filter	7.8	0.1	3.9

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Delta	RT	50.0	N/A	43.2
Ticos		3.4	N/A	13.2
Derby	TC	10.4	N/A	11.0
Capri	RT	9.5	N/A	6.5
Rex	RT	4.9	N/A	3.5
Monterey		1.8	N/A	3.3
Fortuna	TC	3.7	N/A	2.3
Savoy	TC	3.6	N/A	1.9
Record		3.0	N/A	1.9
Leon	TC	2.7	N/A	1.7
L & M		0.7	N/A	1.0
Other brands		6.3	N/A	10.5

Manufacturers: RT – Republic Tobacco; TC – Tabacalera Costarricanse
Abbreviations: N/A – figures not available

TOTAL SALES (million pieces)
1979 – 2,400 1980 – 2,400 1981 – 2,100

NORWAY

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	75.0	80.0	82.0
Non-filter	25.0	20.0	18.0

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Prince 85mm f	TI-L	17.4	17.3	18.3
Marlboro 85mm f	I	8.0	8.6	9.1
Pall Mall 85mm p	I	9.5	8.6	8.6
Pall Mall 85mm f	I	10.1	9.1	8.5
Pall Mall Mild 85mm f	I	3.8	4.2	4.6
South State 70mm p	TI	4.8	4.7	4.3
Dunhill 85mm f	I	3.6	4.1	3.9
South State 85mm f	TI	3.8	3.2	3.0
Cooly 85mm f m	LD	2.9	2.8	2.7
Rothmans 85mm f	TI	3.5	2.7	2.7
Teddy 70mm p	TI	2.9	2.6	2.7
Winston 85mm f	I	2.5	2.4	2.5
Salem 85mm f m	I	2.3	2.0	1.8
Savoy 85mm f	TI	1.5	1.7	1.4
Benson & Hedges 85mm f	I	1.5	1.4	1.4
Mento 85mm f m	TI	1.1	1.5	1.3

World-wide market researches by JOHN C. MAXWELL Jr. the tobacco market analyst of Lehman Brothers Kuhn Loeb Research, New York, have continued and been further refined, in co-operation with *World Tobacco*. The author whose International Maxwell Report on cigarette brand rankings and market make-up was pioneered by *World Tobacco* in 1965, here presents data on 35 countries of America, Africa, Asia, Europe and Australasia. Taken together with further figures to be published in the next issue, these data cover most of the world's cigarette trade.

Brand & type	Maker	Market share 1979 %	1980 %	1981 %
Rothmans Pall Mall 85mm f	I	1.6	1.4	1.3
Kent 85mm f	I	1.4	1.3	1.3
Camel 85mm f	I	1.0	1.0	0.9
Merit	I	2.0	2.2	0.7
Craven A 85mm f	I	1.1	1.0	0.7
Camel 70mm p	I	0.8	0.7	0.7
Consulate 85mm f m	I	0.7	0.6	0.4
Philip Morris 85mm p	I	0.3	0.4	0.4
Ascot 85mm f	TI	0.3	0.3	0.3
Seven Seas 85mm f m	TI	0.3	0.3	0.3
South State 85mm p	TI	0.3	0.3	0.3
Blue Master 70mm p	TI	0.3	0.3	0.3
Other brands		10.7	13.3	15.7

Manufacturers: TI – Tiedemanns; TI-L – Tiedemanns, made under licence; LD – Langaard
Abbreviations: I – Imported; f – filter; p – plain; m – menthol

TOTAL SALES (million pieces)
1979 – 2,000 1980 – 2,200 1981 – 2,000

BOLIVIA

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	1981 %
Filter	76.9	78.5	80.5
Non-filter	23.1	21.5	19.5

POSITION OF SOME LEADING BRANDS

Brand & type	Market share 1979 %	1980 %	1981 %
L & M	42.2	47.4	53.2
Astoria	22.3	20.8	18.8
Colorado	15.7	12.5	9.7
Derby	6.8	6.2	4.8
Marlboro	—	2.3	4.1

Brand & type	Maker	Market share 1979 %	1980 %	19 %
Camba		3.3	3.9	3
Big Ben		3.0	3.3	2
Casino		—	1.6	1
Stadium		1.9	0.8	0
Other brands		4.8	1.2	0

— not then on the market or with sales so small as not to deserve separate estimation

TOTAL SALES (million pieces)
1979 – 1,257 1980 – 1,265 1981 – 1,155

PANAMA

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	19 %
Filter	100	100	10
Non-filter	0	0	

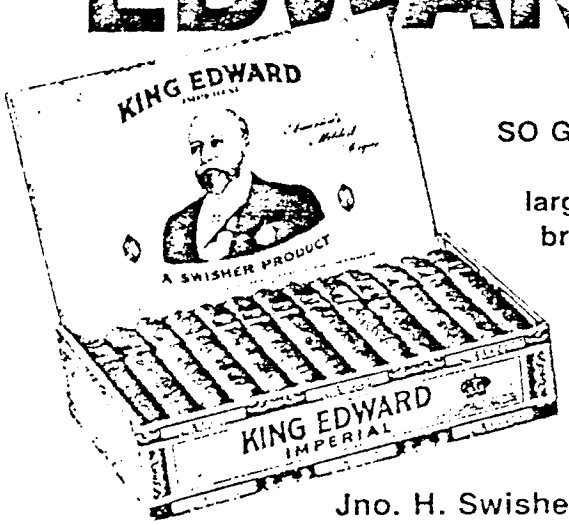
POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	19 %
Viceroy	IS	25.8	26.6	28
Marlboro	NC	16.8	17.4	17
Kool	IS	5.8	9.0	12
Mentolados	NC	20.7	15.8	11
Belmont	IS	13.7	11.4	9
Imperial	IS	6.1	6.6	6
Record	IS	2.4	3.3	3
Nacional	NC	4.5	3.4	2
Parliament	NC	1.7	1.5	1
Other brands		2.5	5.0	6

Manufacturers: IS – Tabacalera Istmena; NC – Tabacalera Nacional

TOTAL SALES (million pieces)
1979 – 1,049 1980 – 1,061 1981 – 1,038

KING EDWARD



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Export Agent—Martin Brothers Tobacco Co., Inc.
60 E. 42nd St., N.Y., N.Y. 10017, U.S.A.

CYPRUS

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	19 %
Filter	99.5	99.5	99
Non-filter	0.5	0.5	0

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	19 %
Rothmans Royals ks	CA	27.0	35.7	40
Craven A ls	CA	28.0	22.2	17
Dunhill ks	CA	15.5	13.7	13
555 State Express	BAT	11.5	10.1	9
Rothmans ks	CA	8.7	8.6	8
Senior Service	BAT	N/A	6.5	7
Other brands		9.3	3.2	2

Manufacturers: CA – Carreras of Cyprus; BAT – British American Tobacco
Abbreviations: ks – king size; ls – long size; N/A – not available

TOTAL SALES (million pieces)
1979 – 867 1980 – 881 1981 – 917

MALTA

MARKET DIVISION BY TYPES

	Market share 1979 %	1980 %	19 %
Filter	100	100	100
Non-filter	—	—	—

POSITION OF SOME LEADING BRANDS

Brand & type	Maker	Market share 1979 %	1980 %	19 %
du Maurier 73.5mm f	MA	22.0	25.0	32.0
Rothmans Royals 78mm f	CA	18.7	24.0	23.0
Rothmans ks f	CA	10.9	15.0	16.0
Dunhill 72mm f	CA	9.9	11.0	11.0
Benson & Hedges 84mm f	MA	7.9	10.0	7
Rothmans Special Mild f	CA	5.7	7.0	6.0
Dunhill ks f	CA	1.0	2.0	5.0

Manufacturers: MA – Malta Tobacco; CA – Carreras
Abbreviations: f – filter; ks – king size

TOTAL SALES (million pieces)
1979 – 614 1980 – 638 1981 – 660

Source: https://www.industrydocuments.ucsf.edu/docs/pjwl0000